

Station	WPGH-TV PITTSBURGH, PA	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() POLITICAL		7669 STAGERS LOOP	Sales Office () WASHINGTON	
Product	KEITH ROTHFUS PACD12		DELAWARE, OH 43015	Salesperson () KATHRYN SARDINSKY	
Estimate#	2781	Agency C/P1/P2/E	//2781		
Buyer	WHITNEY EVERSOLE	Flight Dates	10/01/2012 - 10/02/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/01-10/02	10P-1030P	NEWS	:30	\$750.00	M-TU	2	1	2	\$1,500.00
2	10/01-10/02	1030A-11A	FRASIER	:30	\$50.00	M-TU	1	1	1	\$50.00
3	10/01-10/02	12P-1P	AMERICAS COURT	:30	\$50.00	M-TU	1	1	1	\$50.00
4	10/01-10/02	11P-1130P	SEINFELD	:30	\$200.00	M-TU	1	1	1	\$200.00

---REPORT TOTALS---

Report Totals: 5 / \$1,800.00

---SALES MONTHLY TOTALS---

Oct 12: 5 / \$1,800.00
Sales Totals: 5 / \$1,800.00
Station Totals: 5 / \$1,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,302	CABL	0%	KDKA	35%	UNKN	0%	WPCW	0%	WPGH	8%
		WPMY	0%	WPXI	28%	WTAE	28%				

---COMPETITIVE COMMENTS---

SET

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Books	null
Demos	RA35+